



Diamond Estimating System helps Masters International Increase Billable Hours



September 2004, Keith Kirby from Masters International was in need of an estimating system that delivered consistent pricing to his customers, regardless of who generated the quote. Keith took a look at DES, gave it a try, loved it and made it mandatory in the service department.

“In the old system, there was no consistency between estimates... Now we are able to be consistent, so customers like that, and we have seen an increase in revenue, Customer satisfaction and an increase in billable hours. ”

Keith’s Challenges

- ⊕ “We needed an estimating system to be really consistent on pricing and making sure that the same repair was always the same price.”
- ⊕ “We needed a way of keeping track and quickly changing estimates”

Keith’s Solution

- ⊕ Implement Diamond Estimating System in the Service Department
- ⊕ No servers, hardware or software installation
- ⊕ Quickly customized to our requirements – pricing, hours, inspections and operations.
- ⊕ Used for all Customer Pay repairs and maintenance, and Body shop quotes

Master’s International Results

- ⊕ “We increased billable hours”
- ⊕ “We increased our Revenues”
- ⊕ “We increased Customer Satisfaction – Customers are happy because they know in advance what it is going to cost them.”
- ⊕ Greatly reduced the Parts Department involvement in the quoting process.

With the integration to ISIS, the Online Parts Catalog and the unique truck build information; the Diamond Estimating system allows dealers to create customer pay estimates that are precise, professional and consistent while enabling Customers to receive a professionally formatted estimate in less than three minutes. DES is simple to use, easy to deploy and learn, available from any computer with Internet access, and customizable to the unique pricing requirements of each dealership.

“Every single RO in our shop has an estimate, no exception. And any shop that makes that rule will see their billable hours increase, profits increase, customer satisfaction will increase, stress levels will go down because you are not dealing with customers that are thinking one price when you gave them another price...”

“Diamond Estimating is a big part of our competitive edge”
Keith Kirby, Service Manager, Masters International